

IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-28 (canceled)

29. (currently amended) An electronic commerce system ~~architecture~~ for use in networks having a plurality of network devices, each representing a respective network user, comprising:

① a first plurality of first servers, each configured to communicate with a first plurality of network devices associated with a first network, to receive a first product related request from one of the first plurality of network devices, to further transmit the received first product related request, to receive first product related data in response to the further transmitted first product related request, and to transmit the received first product related data to that one network device in response to the received first product related request;

a second server, having a first database storing the first product related data and second product related data, and configured to receive the further transmitted first product related request, to transmit the stored first product related data to the one of the first plurality of first servers from which that request is received, and to still further transmit the received first product related request; and

a central server, having a second database storing the first and the second product related data, and configured to transmit the first and second product related data stored in the second database, and to receive the still further transmitted first product related request and store the received request in the second database;

wherein the first and the second product related data stored in the first database are the first and second product related data transmitted by the central server.

30. (currently amended) A system ~~architecture~~ according to claim 29, wherein each of the first plurality of first servers is further configured to transmit applications operable to receive the product related data.

31. (currently amended) A system architecture according to claim 29, wherein the first product related request is one of a request to purchase a product and a request for information regarding the product itself.

32. (currently amended) A system architecture according to claim 29, wherein the first product related request is receivable from and the first product related data is transmittable to the one network device only if the one network device is tuned to one of multiple broadcast channels.

33. (currently amended) A system architecture according to claim 32, wherein the first product related data transmitted to the one network device is viewable in conjunction with video programming broadcast over the one channel.

34. (currently amended) A system architecture according to claim 29, wherein the first plurality of network devices is a plurality of set top boxes.

35. (currently amended) A system architecture according to claim 29, wherein the first network is a video broadcast network.

36. (currently amended) A system architecture according to claim 29, wherein the first product related data is different than the second product related data.

37. (currently amended) A system architecture according to claim 29, further comprising:

a second plurality of the first servers, each configured to communicate with a second plurality of network devices associated with a second network, to receive a second product related request from one of the second plurality of network devices, to further transmit the received second product related request, to receive the second product related data in response to the further transmitted second product related

request, and to transmit the received second product related data to that one network device in response to the received second product related request; and

a third server, having a third database storing the first and the second product related data, and configured to receive the further transmitted second product related request, to transmit the stored second product related data to the one of the plurality of second servers from which that request is received, and to still further transmit the received second product related request;

wherein the central server is further configured to receive the still further transmitted second product related request and store that received request in the second database, and the first and the second product related data stored in the third database are the first and second product related data transmitted by the central server.

38. (currently amended) A system ~~architecture~~ according to claim 29, wherein:

the one first server includes a high priority queue and a low priority queue and is further configured to queue the received first product related request in one of the high and the low priority queues; and

the second server is further configured to receive the further transmitted first product related request within a first time period after receipt of that request, if queued in the high priority queue, to receive the further transmitted first product related request within a second time period after receipt of that request, if queued in the low priority queue, wherein the second time period being longer than the first time period.

39. (currently amended) A system ~~architecture~~ according to claim 38, wherein:

the high priority queue is a real time queue; and

the low priority queue is a batch queue.

40. (currently amended) A system ~~architecture~~ according to claim 38, wherein:

the first product related request includes information indicative of response priority; and

the one first server is further configured to queue the first product related request received from the one network device in the one queue based on the indicated

response priority.

41. (currently amended) A system ~~architecture~~ according to claim 29, wherein the first product related data stored in the first and the second databases correspond to a preference of a user associated with the one network device.

42. (currently amended) A system ~~architecture~~ according to claim 29, wherein:

the second database ~~is further configured to store~~ stores video programming schedule data;

the central server is further configured to transmit the video programming schedule data stored in the second database;

the second server is further configured to store the transmitted video programming schedule data in the first database, to generate trigger data based on the video programming schedule data stored in the first database, and to transmit other data indicative of the availability of the first product related data and the trigger data to the one first server; and

the one first server is further configured to receive the transmitted other data and trigger data, to transmit the other data and the trigger data to the one network station, responsive to which an icon is displayed at the one network station simultaneous with a display of broadcast video programming, and to receive the first product related request from the one network device responsive to the display of the icon.

43. (currently amended) A system ~~architecture~~ according to claim 29, wherein:

the second database ~~is further configured to store~~ stores video programming schedule data;

the central server is further configured to transmit the video programming schedule data stored in the second database;

the second server is further configured to store the transmitted video programming schedule data in the first database, and to transmit other data indicative of the availability of the first product related data and the stored video programming schedule data to the one first server; and

the one first server is further configured to receive the transmitted other data and schedule data, to transmit the other data and the schedule data to the one network station, responsive to which an icon is displayed at the one network station simultaneous with a display of broadcast video programming, and to receive the first product related request from the one network device responsive to the display of the icon.

44. (currently amended) A system ~~architecture~~ according to claim 29, wherein:

the one first server is further configured to receive user related data corresponding to a user of the one network devices, and to further transmit the received user related data to the second server;

the second server is further configured to store the further transmitted user related data in the first database, and to transmit the stored user related data with the first product related request to the central server; and

the central server is further configured to store the user related data transmitted by the second server in the second database in association with the stored first product related request.

45. (currently amended) A system ~~architecture~~ according to claim 44, wherein the user related information received by the one first server includes a unique identifier of the one network resource.

46. (currently amended) A system ~~architecture~~ according to claim 44, wherein the user related information received by the one first server is received from at least one of the corresponding user and a broadcaster of video programming over the first network.

47. (currently amended) A system ~~architecture~~ according to claim 44, wherein the central server is further configured to aggregate the user related data transmitted by the second server, to generate a user profile based on the aggregated user related data, and to select the first product related information based on the generated user profile.

48-60 (cancelled)

61. (new) An electronic commerce system, comprising:

a central server having an associated first database storing first product related data and second product related data;

a first server having an associated second database storing the first product related data and the second product related data;

a first network;

a first plurality of network devices, each connected to the first network and representing a respective network user, wherein one of the first plurality of network devices transmits a first product related request; and

a first plurality of second servers, each connected to the first network, wherein one of the first plurality of second servers receives the transmitted first product related request, and further transmits the received first product related request;

wherein the first server receives the further transmitted first product related request, transmits the first product related data stored in the second database in response to the received further transmitted first product related request, and still further transmits the received first product related request;

wherein the one second server receives first product related data transmitted by the first server, and transmits the received first product related data to the one network device in response to the received first product related request;

wherein the a central server receives the still further transmitted first product related request, and stores the received still further transmitted first product related request in the first database.

62. (new) A system according to claim 61, further comprising:

a third server having a third database storing the first product related data and the second product related data;

a second network;

a second plurality of network devices, each connected to the second network and representing a respective network user, wherein one of the second plurality of network

devices transmits a second product related request; and

a second plurality of the second servers, each connected to the second network, wherein one of the second plurality of the second servers receives the second product related request, and further transmits the received second product related request;

wherein the third server receives the further transmitted second product related request, transmits the second product related data stored in the third database in response to the received further transmitted second product related request, and still further transmits the received second product related request;

wherein the one of the second plurality of the second servers receives the second product related data transmitted by the third server, and transmits the received second product related data to the one of the second plurality of network devices in response to the received second product related request;

wherein the central server receives the still further transmitted second product related request and stores the received still further transmitted second product related request in the first database.

63. (new) A system according to claim 61, wherein:

the one second server includes a high priority queue and a low priority queue, queues the received first product related request in one of the high and the low priority queues, and further transmits the first product related request after a first time period after receipt of that request, if queued in the high priority queue, and after a second time period after receipt of that request, if queued in the low priority queue; and

the second time period is longer than the first time period.

64. (new) A system according to claim 63, wherein:

the high priority queue is a real time queue; and
the low priority queue is a batch queue.

65. (new) A system according to claim 63, wherein:

the first product related request includes information indicative of response priority; and

the one second server queues the received first product related request in the one queue based on the indicated response priority.

66. (new) A system according to claim 61, wherein the first product related data stored in the first and the second databases correspond to a preference of the user represented by the one network device.

67. (new) A system according to claim 61, wherein:

the first database stores video programming schedule data;

the central server transmits the video programming schedule data stored in the first database;

the first server receives the transmitted video programming schedule data, stores the received video programming schedule data in the second database, generates trigger data based on the video programming schedule data stored in the second database, and transmits other data, which represents an icon indicative of the availability of the first product related data, and the trigger data to the one second server;

the one second server receives the transmitted other data and trigger data, and further transmits the received other data and trigger data; and

the one network station receives the further transmitted other data and trigger data, displays the icon represented by the received other data simultaneously with broadcast video programming in accordance with the received trigger data, and transmits the first product related request based on user activation of the displayed icon.

68. (new) A system according to claim 61, wherein:

the first database stores video programming schedule data;

the central server transmits the video programming schedule data stored in the first database;

the first server receives the transmitted video programming schedule data, stores the received video programming schedule data in the second database, and transmits other data, which represents an icon indicative of the availability of the first product

related data, and the stored video programming schedule data to the one second server;

the one second server receives the transmitted other data and video programming schedule data, and further transmits the received other data and video programming schedule data;

the one network station receives the further transmitted other data and video programming schedule data, displays the represented icon represented by the received other data simultaneously with a display of broadcast video programming in accordance with the received video programming schedule data, and transmits the first product related request based on user activation of the displayed icon.



69. (new) A system according to claim 61, wherein:

the one second server receives user related data corresponding to the user represented by the one network device, and transmits the received user related data to the first server;

the first server receives the transmitted user related data, stores the received user related data in the second database, and further transmits the user related data with the still further transmitted first product related request; and

the central server receives the further transmitted user related data, and stores the received transmitted user related data in the first database in association with the stored first product related request.

70. (new) A system according to claim 69, wherein the central server aggregates the user related data stored in the first database, generates a user profile based on the aggregated user related data, and selects the first product related data based on the generated user profile.

71. (new) A system according to claim 61, wherein:

the central server transmits the first and the second product related data stored in the first database; and

the first server receives the first and the second product related data transmitted

by the central server and stores the received first and second product related data in the second database.

72. (new) An electronic commerce system, comprising:

first means for storing first product related data and second product related data;

second means for storing the first and the second product related data

third means for receiving a first product related request from a first user, further transmitting the received first product related request, receiving first product related data in response to the further transmitted first product related request, and transmitting the received first product related data to the first user in response to the received first product related request;

fourth means for receiving the further transmitted first product related request, transmitting the first product related data stored at the first means to the third means in response to the received further transmitted first product related request, and still further transmitting the received first product related request; and

fifth means for receiving the still further transmitted first product related request, and storing the received still further transmitted first product related request at the second means.

73. (new) A system according to claim 72, further comprising:

sixth means for storing the first and the second product related data

seventh means for receiving a second product related request from a second user, further transmitting the received second product related request, receiving the second product related data in response to the further transmitted second product related request, and transmitting the received second product related data to the second user in response to the received second product related request; and

eight means for receiving the further transmitted second product related request, transmitting the second product related data stored at the sixth means to the seventh means in response to the received further transmitted second product related request, and to still further transmit the received second product related request;

wherein the fifth means receives the still further transmitted second product

C28 related request and stores the received still further transmitted second product related request at the second means.
